



GREEN SEAL

**The Mark of
Environmental
Responsibility**

The Green Market and Green Marketing

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**NWDA Winter Meeting
January 15, 2008**



Green Seal, Inc.


Leading US Type I Program

- Non-profit, independent organization that promotes a more sustainable economy

- 1. Set environmental leadership standards
- 2. Certify products and services
- 3. Assist with greening of governments and institutions
- 4. Educate purchasers



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- **Overview on the status of the Green Market**
 - **Discuss Green Marketing claims and programs**



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Summary of the Green Market

- There is significant interest in the purchase of products with responsible environmental, health, and ethical attributes.
- It is difficult to understand what attributes are important and which products provide attributes of interest (including product performance).
- Product labels are a significant source of such information.



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What is Green?

- Products that function, are durable, with minimal packaging, and optimizes environmental performance (energy efficient, low emitting).
- Manufactured with reduced resources and toxics, use sustainable, renewable and recycled materials, and minimized waste, energy use, and emissions.



Window & Door Manufacturers Association

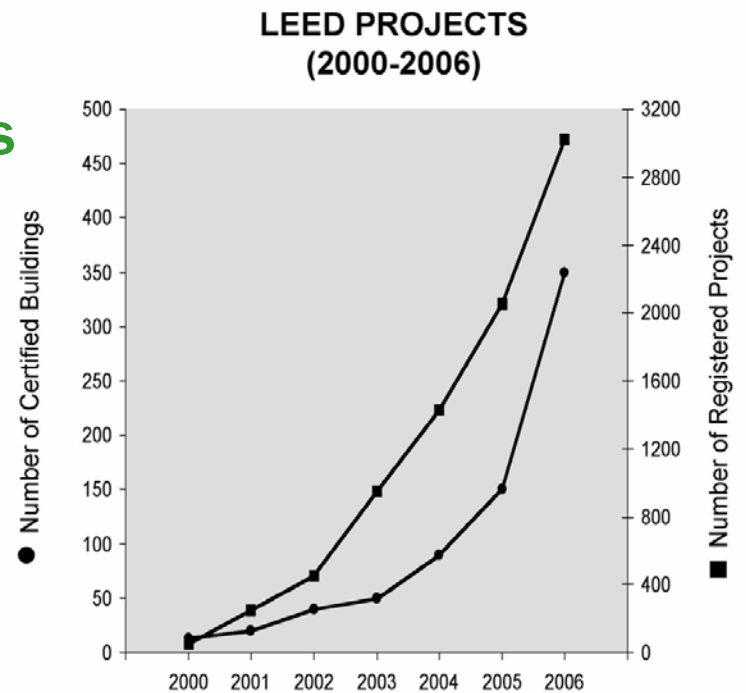
GreenZone

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Market growth expected to double-triple by 2010 for green building products and services

What are the drivers?

- Desire to lower operating costs, especially energy costs
- Growth of green building design and maintenance



Source: Engineering Green Buildings 9/07



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Phases of green message evolution

1° Basic product characteristics

- Energy efficiency, recyclable package

2° Differentiated performance

- Life cycle based claims, source reduction, indoor air quality

3° Responsible and committed company

- Renewable energy, take-back program



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Purchasers are looking for information on green building products

- Types of claims used to convey information:
 - Specific: *recyclable box*
 - General: *environmentally preferable*
 - Credence: *carbon conscience*
- Sources of information:
 - Media (TV, magazines, newspaper)
 - Non-profit education
 - LABELS!

61% of architects, engineers, and contractors indicate learning about green products is one of the most important types of green building information they need. - Engineering Green Buildings 9/07



AVOID Greenwashing- *a misleading message about the environmental attributes of a product or organization*

- **FTC Enforcement:**
 - Ensures marketing is not deceptive or unfair
 - Looks at marketing from a reasonable consumer's point of view
- **FTC Green Marketing Guide**
 - <http://www.ftc.gov/bcp/online/pubs/buspubs/greenguides.shtm>



What is needed for the right message?

- Appropriate
- Accurate
- Verified
- Informative

Ask yourself these questions:

- What is expressed AND implied?
- What do I need to substantiate?
- Is qualification of claim needed?

➤ **Informed by consumer insight
(and stakeholder input)**



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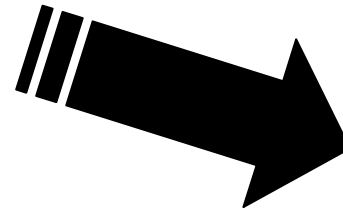
What consumer insight can help with getting the message right?

- **Consumers**
 - Learn what they think about environmental attributes related to your product
 - Learn what behaviors they have already, related to those attributes
- **Other Stakeholders**
 - Learn what issues are important to them



What is consumer interest and appeals for green products?

- Want to make a contribution and be rewarded for their commitment
- Want environmental benefit to be convenient
- Influenced by peer pressure
- Want cost-effective solutions
- Want small changes that can make a difference (can you measure it?)



Make the message personal

Make it credible

Source: Green Marketing by J. Ottman

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Where are we at so far?

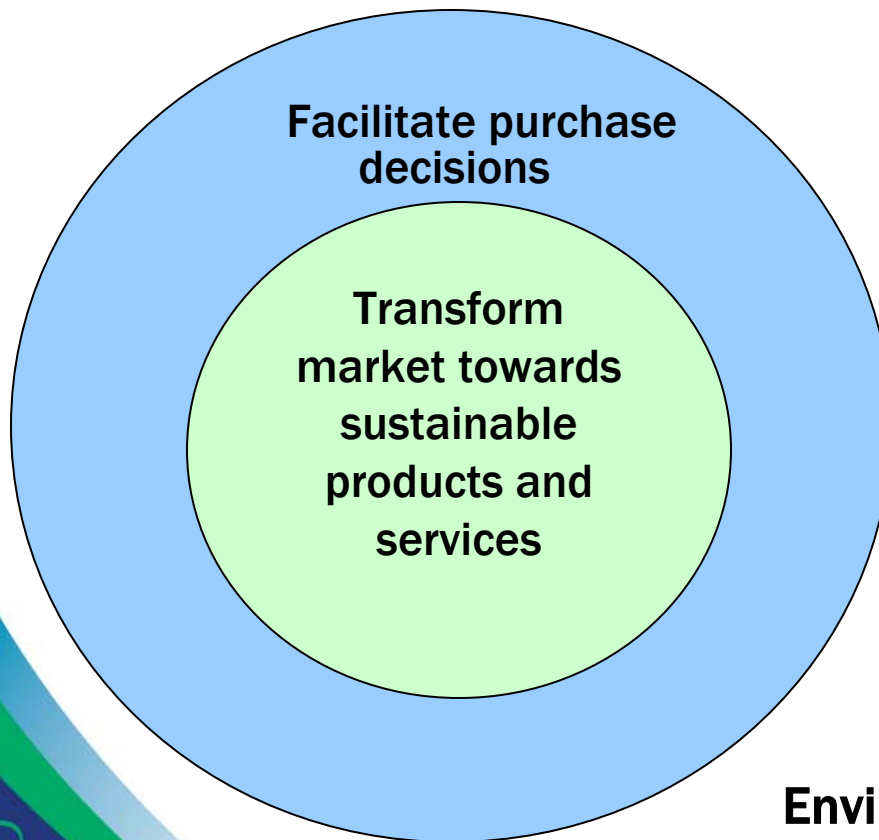
- Message on the label
- Know your product
- Leverage consumer insight
- Substantiate all implied and express claims

How can this come together??



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Environmental Standards & Certification Programs



1. Identification = Criteria & Standards
2. Verification = Certification
3. Communicating = Labeling

Environmentally Preferable Products



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Environmental Standards & Certification Programs

- **Single attribute claims/labels**

- Recycled content, no added formaldehyde
- Energy efficiency/Energy Star
- Sustainable wood product: Forest Stewardship Council, Sustainable Forestry Initiative
- Low product emissions: Greenguard, Indoor Advantage



- **Multiple attribute labels**

- Green Seal, GS-13 & GS-14



- **Environmental product declarations**



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What is Certification?

**Certification = Standard with set criteria,
verified to meet standard by a third party**

For example:

Type I Ecolabel Programs:

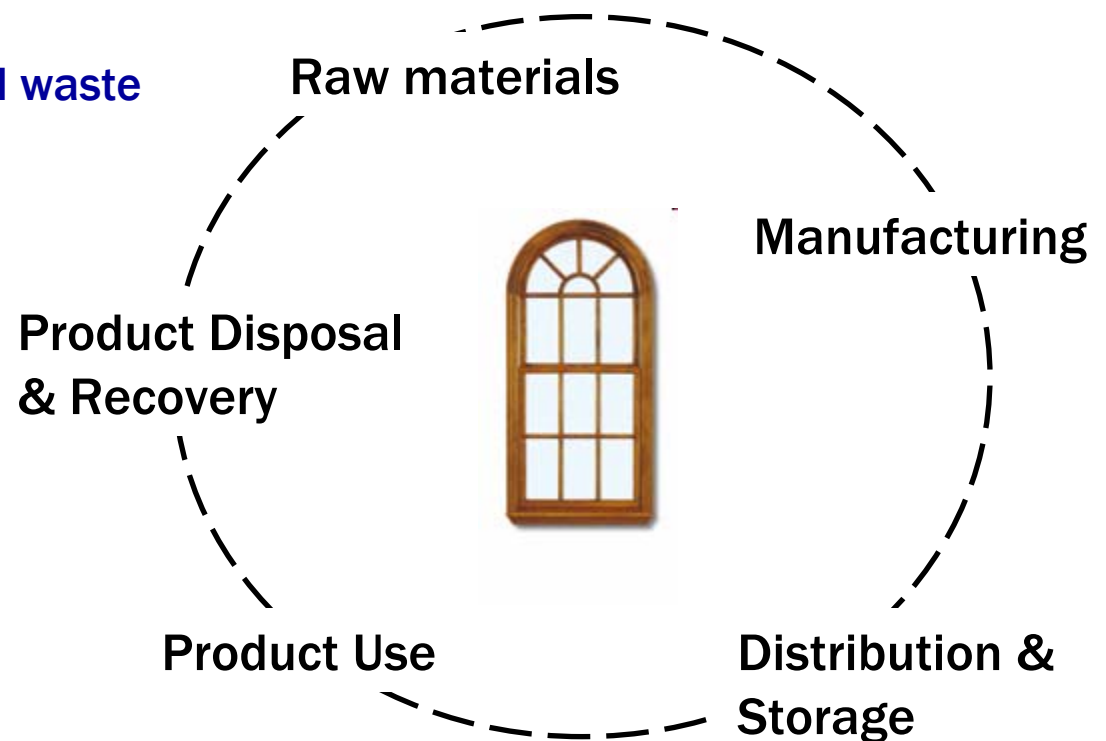
- Standard includes: life cycle-based environmental and health criteria, product performance criteria, compliance with FTC Environmental Marketing Claims
- Program includes: voluntary, transparent, accessible and fair, with no conflict of interest , licensed to use certification mark, ex. Green Seal, reviewed annually



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Type I Labels Incorporate Environmental and Health Considerations Throughout the Life Cycle of the Product

Existing standards, laws, regulations
Energy and material usage
Air, water, land emissions and waste
Ecological impact
Human health and safety



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What are some more reasons to get Ecolabel Certified?

1. **Benchmark for a leadership product: target for R&D**
2. **Market growth: facilitates purchase decisions (institutional and retail)**
3. **Market differentiation: only leadership products meet criteria**
 - **Messages desired traits: a holistic/single label, verified by reputable third-party**
4. **Organizational tool to demonstrate immediate and measurable improvement, also can assist with image**
5. **Reduced Risks: marketing and business**



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How to Get Ecolabel Certified

Green Seal Certification Process

1. Preliminary Application
2. Application for Certification
3. Product Evaluation
4. Label & Literature Review
5. Manufacturing Facility Audit
6. Annual Monitoring



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Putting it all together...

Examples of green claims for doors and windows



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Door Examples

- Made from reclaimed wood -



Door panels and rails made from 80% reclaimed wood

- Low indoor emissions -



GREENGUARD Certification affirms that a product's emissions fall within the limits selected by GREENGUARD from reputable third-party risk based criteria, as identified above. GREENGUARD program testing is conducted consistent with a defined protocol and does not measure emissions under usage conditions other than those defined in the protocol and does not address potential environmental impact other than chemical emissions.



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Window Examples

- 30% more energy efficient

Compared to Energy Star® requirements for windows in the Southern Climate Zone

- Environmentally preferable -



This product meets Green Seal's environmental standards governing energy efficiency, heavy metals in the frame and sash materials, packaging, and consumer education materials.



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How to decide on what to focus on?

- What are your organizational goals?
- What the attributes of the product, and how do they differ from others in the market?
- What are buyers looking for?



To summarize, Green Marketing...

- Aim for a holistic message, product and company
- Understand what your consumers need and want to know about your product
- Provide informative and accurate messages that empower your consumers
- Provide specific and relevant messages that are substantiated
- Establish credibility with company commitment and third party verification
- Make sure your product performs and is cost-effective

www.greenseal.org



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